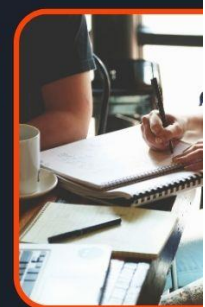
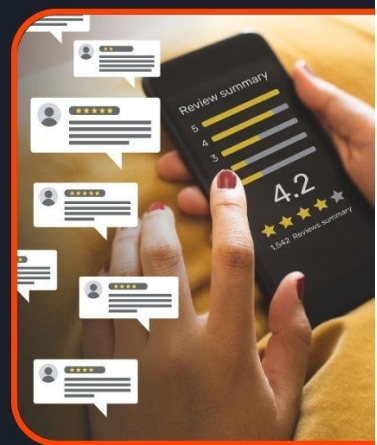




13 WAYS TO GET MORE GOOGLE REVIEWS



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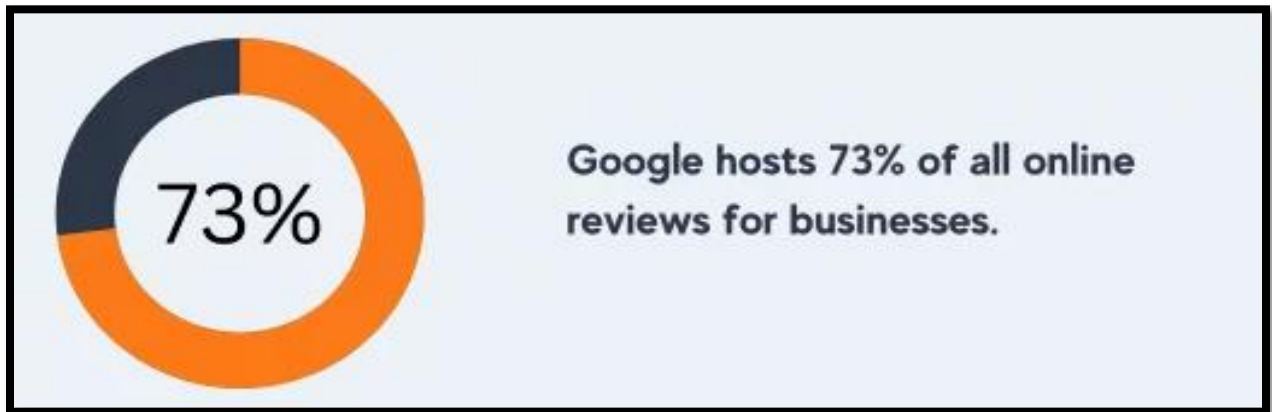
You are here because you understand the importance of Google Reviews. This guide will show you how to boost the number of reviews for your business. You can simplify by visiting 10xreputations.com where you can analyze, generate, monitor and share online reviews to improve your company’s reputation and attract new clients.

13 Quick Ways to Get More Google Reviews Online

Discussing reviews briefly: Online reviews influence 93% of consumers.

Switching gears to Google briefly: Google dominates with 86% of the search engine market share. To put it in perspective, Bing, the "runner-up," only holds 9%.

Combining these facts: Google reviews exert a significant and extensive impact on your business. It's also worth noting that Google is home to 73% of all online business reviews.



If you're aiming to broaden your online presence, enhance your customer trust, and attain a higher ranking on Google, it's crucial to focus on obtaining Google reviews.

In this eBook, we will dive into:

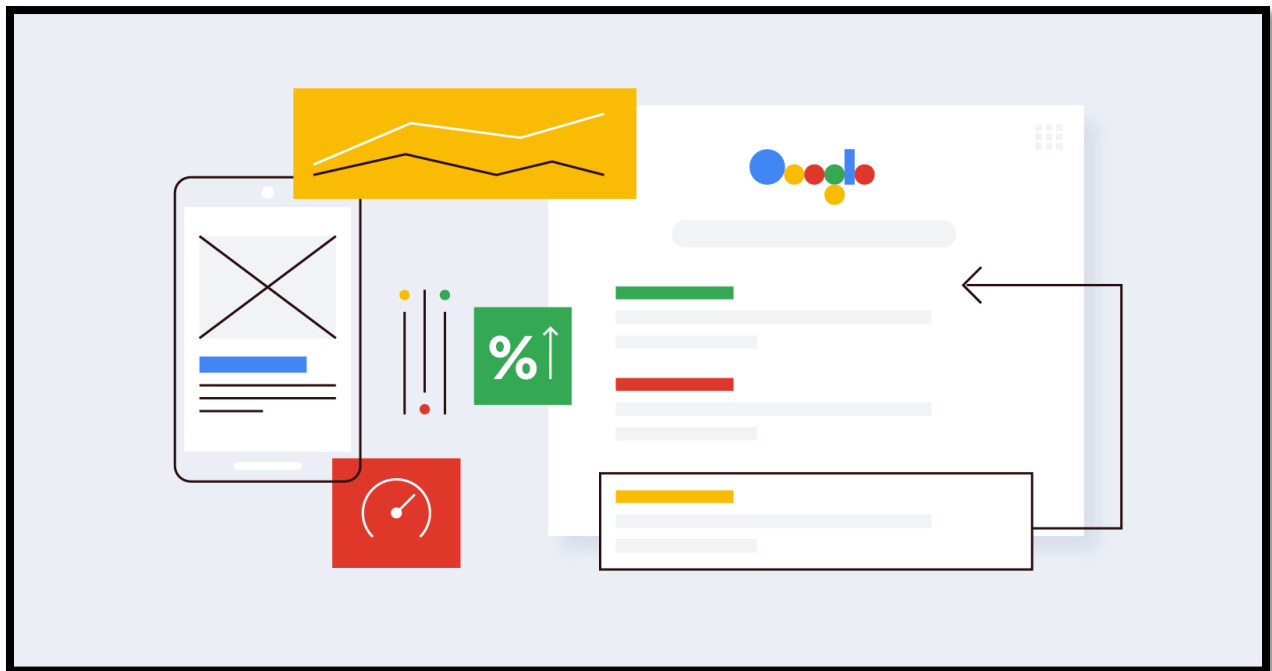
- The measurable significance of securing Google reviews
- Strategies to accumulate more Google reviews
- Samples and templates that can be utilized when requesting Google reviews.

Why should you ask for more Google reviews?

Accumulating more Google reviews can significantly enhance your business in multiple aspects, encompassing reputation, search engine ranking, and ultimately, revenue.

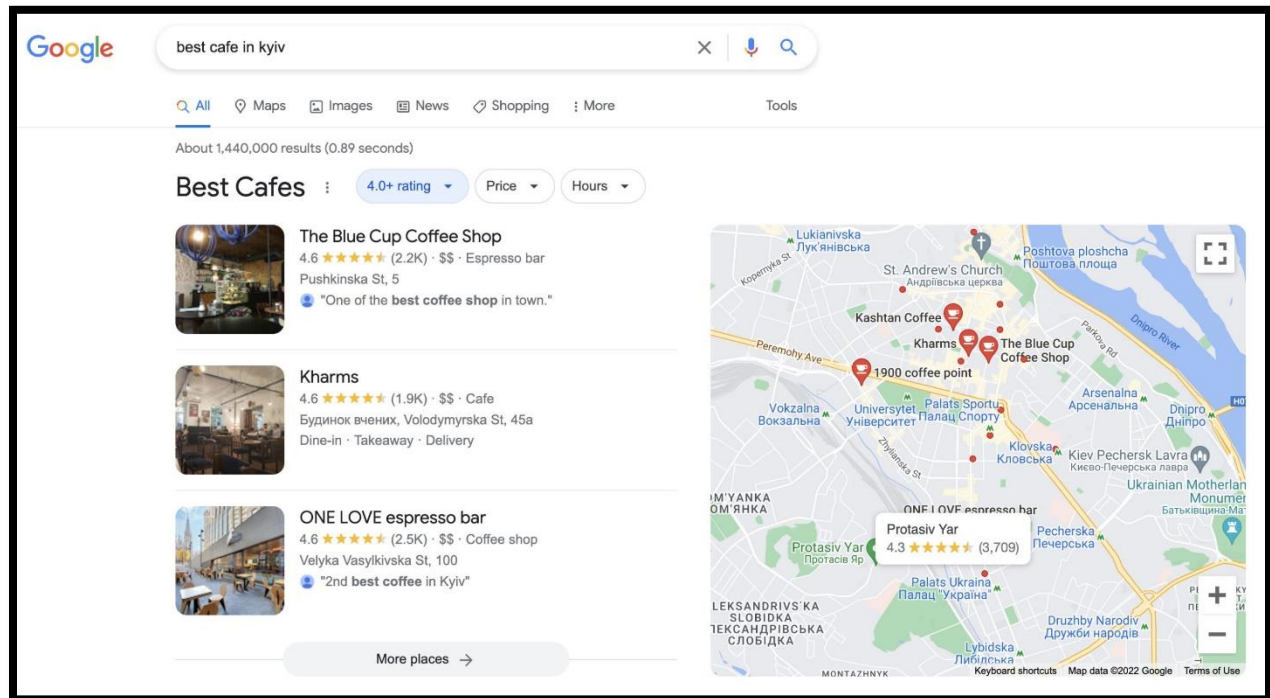
Receive feedback for improvement: Reviews provide valuable insights into the strengths and weaknesses of your business. They aid in identifying what aspects are performing well and those that require enhancement. This feedback is crucial for adapting your business to meet customer demands.

Boost local search ranking: Reviews play a vital role as a local search ranking factor. The higher your position in search results, the more likely you are to draw in customers and increase brand visibility



Boost your Google Maps ranking: Your Google Business Profile is directly linked to your Google Maps listing. Those who use Maps to search for services typically have a strong intent to purchase.

Appear in the Local Pack: This refers to the Google Maps segment that shows up in standard search results—it's displayed at the top, just beneath ads and above organic page results. This prime spot attracts interaction from customers ready to make a purchase.



The quantity and quality of reviews significantly impact Local Pack rankings.

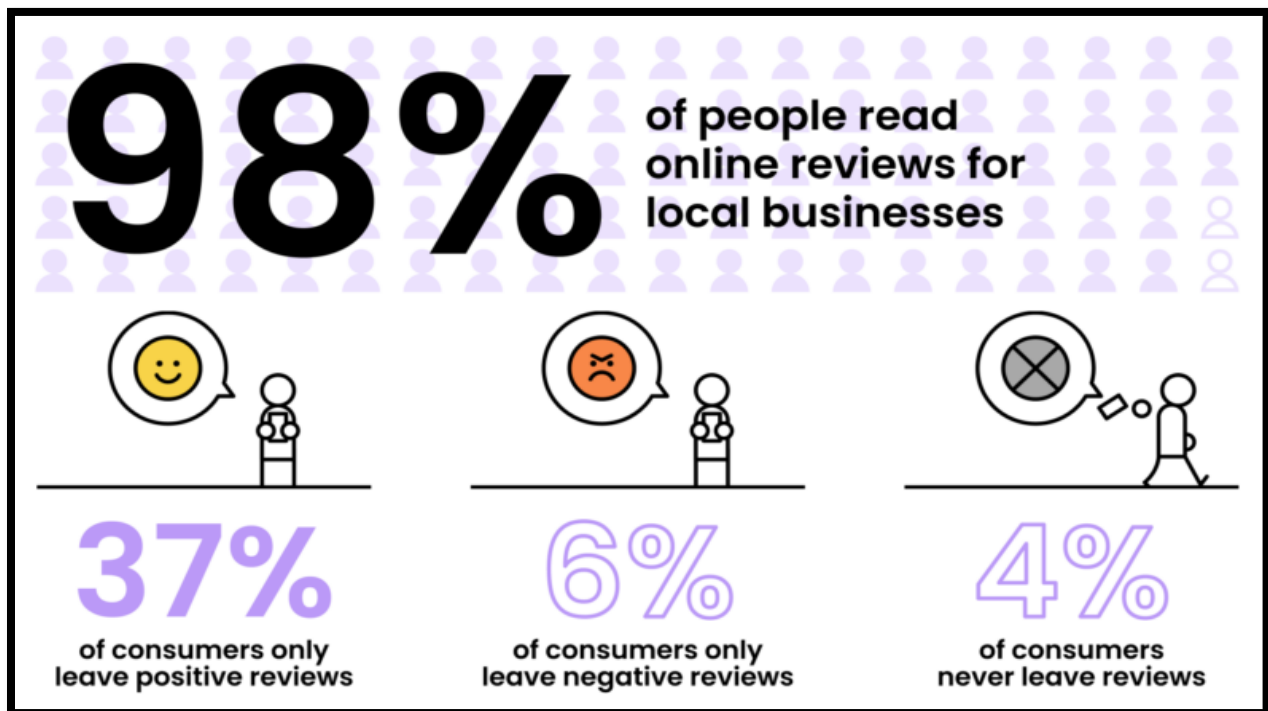
Draw in more prospects and clients: Online reviews hold the same level of trust for 88% of consumers as personal referrals do. The more reviews you accumulate, the more trust you gain, which in turn boosts customer confidence in selecting your business over competitors.

In essence, greater visibility, improved ranking, and an appealing listing (those star ratings indeed make a substantial difference), collectively aid in generating quality leads for your business. This, in turn, leads to an increase in sales volume and higher revenue.

Statistics For Google Reviews

Here are some more compelling statistics about Google reviews from BrightLocal that might provide the motivation you need:

- There's an increase in consumers using Google to assess local businesses, with 87% doing so, up from 63% in 2020.
- A whopping 98% of consumers turn to the internet for information about local businesses.
- The industries where business reviews hold the most weight for consumers include Healthcare, Automotive Services, and Service Businesses/Tradespeople.
- Across all sectors, Google is regarded as the most trustworthy review platform.
- Before making a purchase decision, consumers typically read at least 10 reviews.
- A significant 86% of consumers are open to writing a review.



Source: BrightLocal

How To Generate More Reviews For Google

Now, let's delve into the heart of the matter: how to garner more Google reviews for your business.

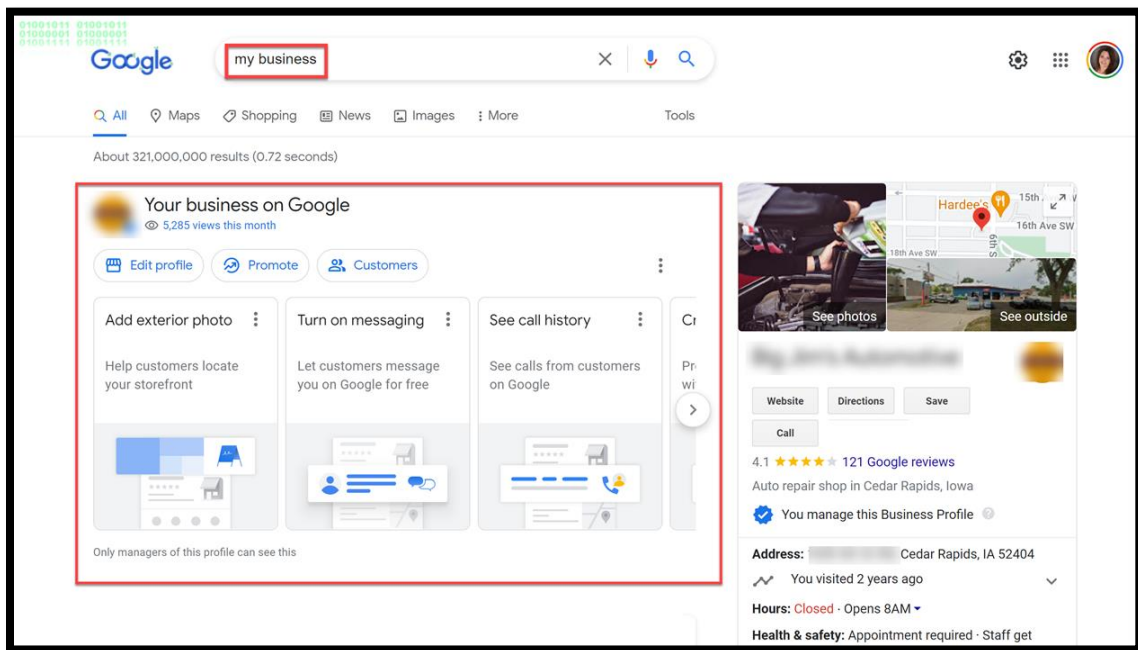
1. Claim Your Claim on Your Google Business Profile

Before you can begin amassing more Google reviews, it's imperative that you claim your Google Business Profile. This will enable you to read, respond to, and manage your reviews.

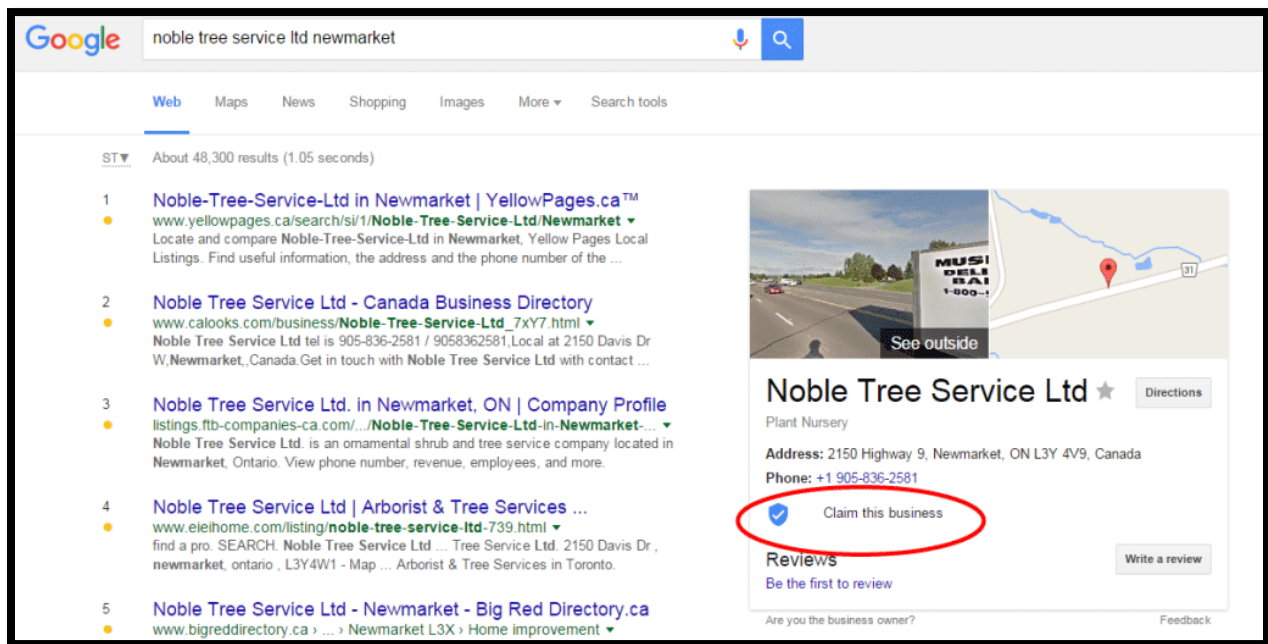
Here's how to claim your Google Business Profile:

Initiate a Google search using your business name along with its location.

If you've already claimed your business and are recognized as the owner, you'll see various options appear directly in the search results, like so:



If your business hasn't been claimed yet, your Knowledge Panel result will display an option for you to stake your claim on the business:



2. Generate a Google review link

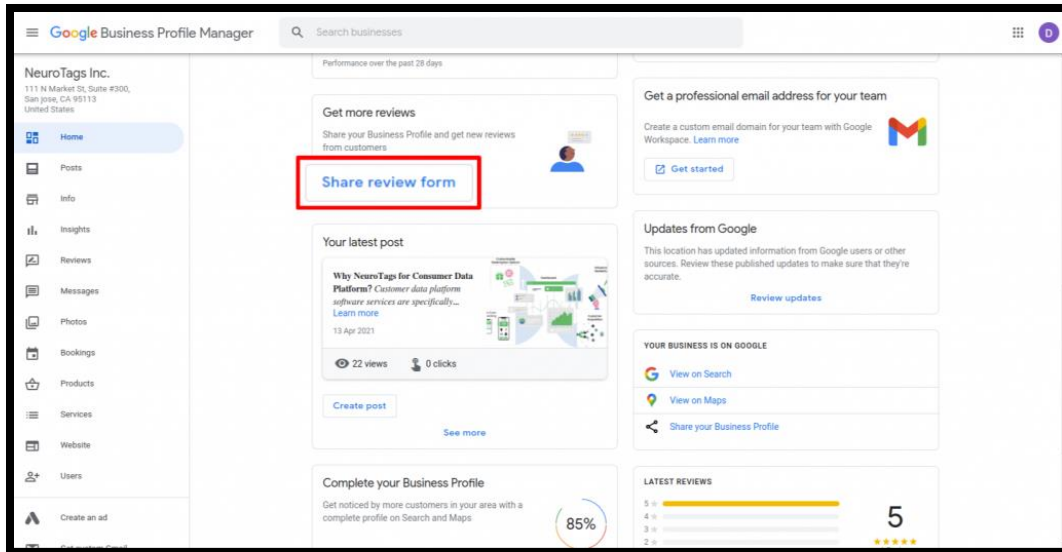
Customers can post Google reviews by locating your Google Business Profile, heading over to the reviews section, and selecting "write a review."

This whole process can transpire in an instant—quicker than describing the steps.

Therefore, instead of providing them with a three-step procedure, you could just create a Google review link that you can distribute to them.

How To Start Generating A Google Review Link:

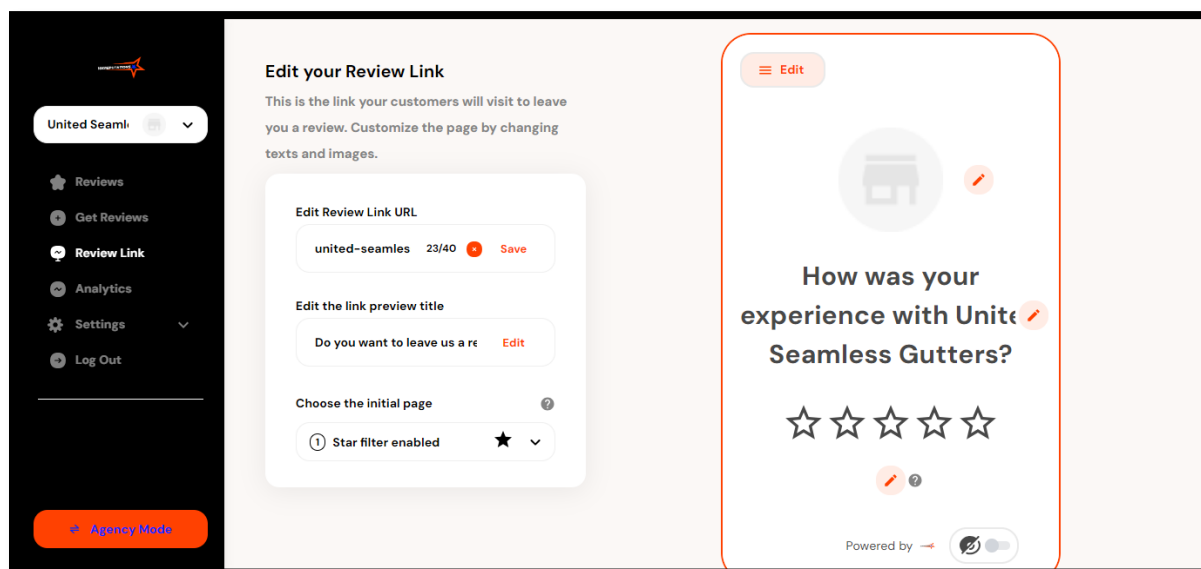
1. Search for your business on Google
2. Locate your profile among the search results
3. Select the Reviews section
4. Click on "Share review form"



5. Copy the review link

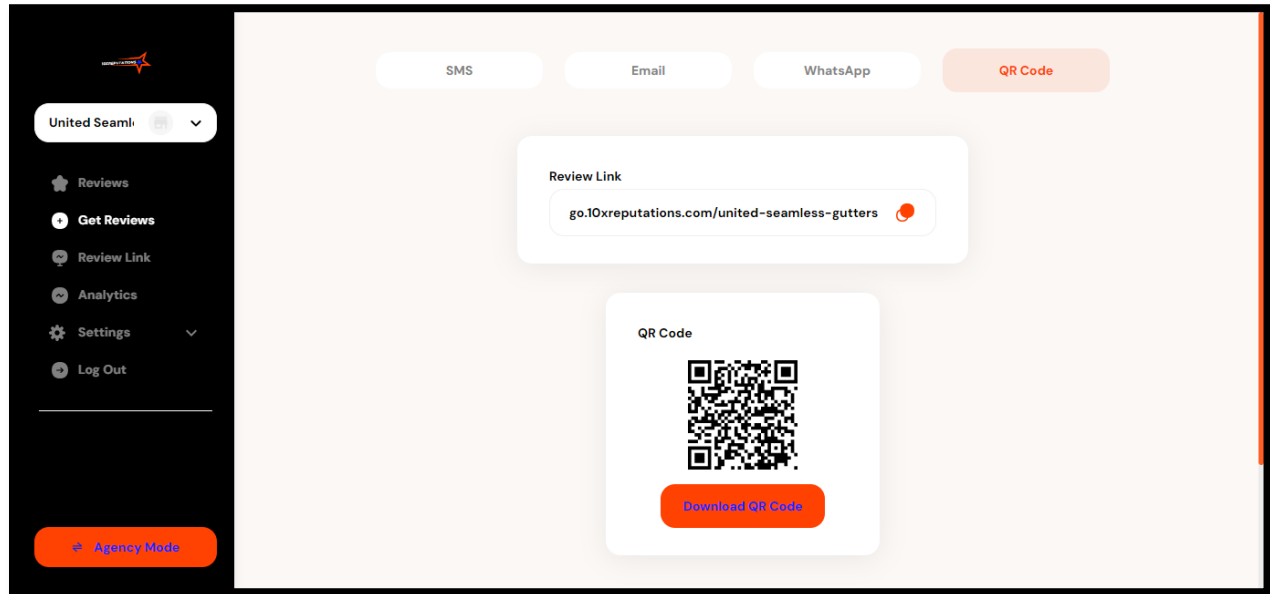
3. Utilize A Custom Link

You may have noticed that the review link is quite lengthy and difficult to memorize. Consider using 10xreputation.com to simplify it and customize it with your business name, making it both easy to recall and suitable for inclusion on physical materials. Alternatively, you could utilize the following suggestion for an even better solution...



4. Utilize A QR Code For More Google Reviews

Simplify the process for your customers to post a Google review by creating a QR code. This code can be conveniently placed on business cards, appreciation notes, postcards, or even integrated on your website.



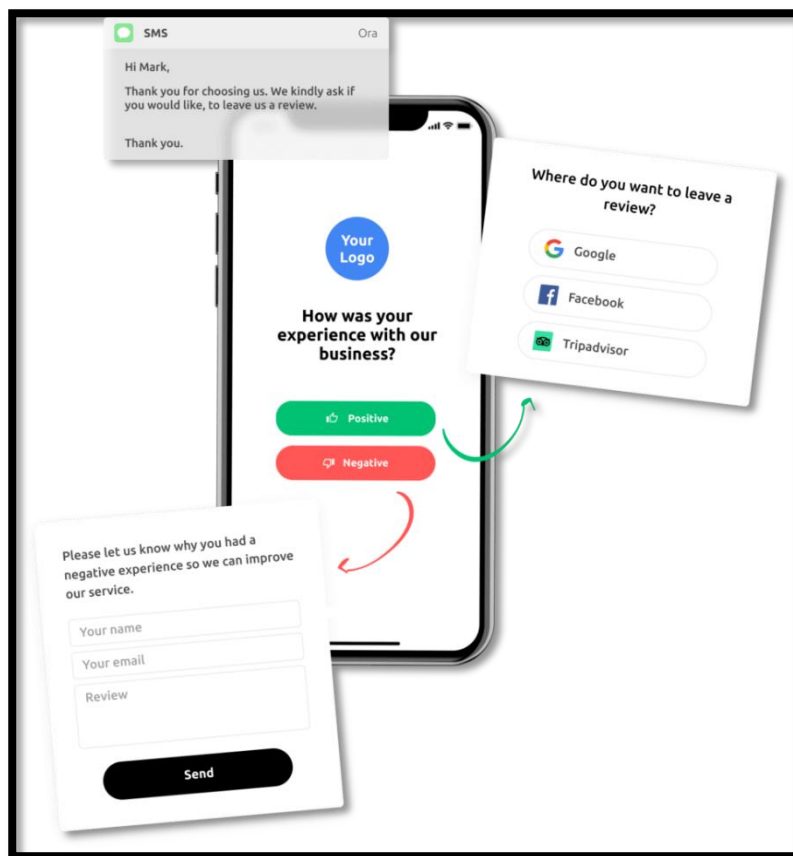
5. Know Google's review solicitation policies

Ensure that you adhere to [Google's guidelines regarding review solicitation](#). Acquiring reviews through questionable methods could lead to their removal or even the deletion of your entire profile. Moreover, such practices are not a sustainable way to manage or promote your business. Instead, invest time in crafting a genuine, positive customer experience and develop a proactive strategy for collecting reviews. This will enable you to gather authentic feedback that will effectively market your business over time.

6. Utilize Review Templates To Get More Reviews

You don't need this extra step if you are using a tool like 10xreputations.com, but for those that want to go the extra mile or already have a Canva.com account you can use it for [review templates](#), [business cards](#), and [thank you notes](#).

7. Generate A Specific Website Page That Is Only To Get More Reviews



Having a review page is essential for any website in the home improvement sector.

Incorporated the custom link that you set up with 10xreputation.com (Try it FREE for 10 days) into a button that says "Leave us a review" section directly into the main navigation. Upon clicking it, you're taken to an aesthetically pleasing page featuring a happy homeowner couple. There's a

prominent "Leave us a Google review" call-to-action button, and examples of Google reviews are displayed just beneath.

Which takes us to the next tactic!

8. Showcase All Your Existing Google Reviews

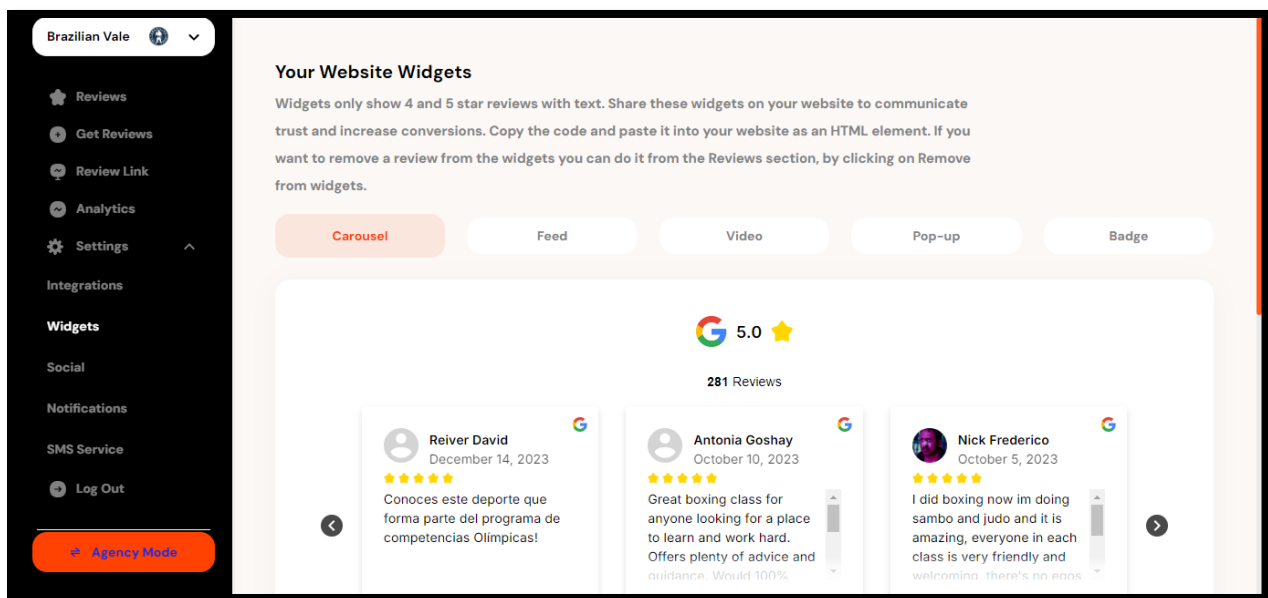
In all the platforms where you solicit Google reviews, such as your website and social media profiles, it's beneficial to also showcase existing reviews. This accomplishes three key objectives:

It demonstrates your credibility and value to potential customers by showing that not only do you believe in your business, but your existing customers also vouch for your reliability, reputation, and worth.

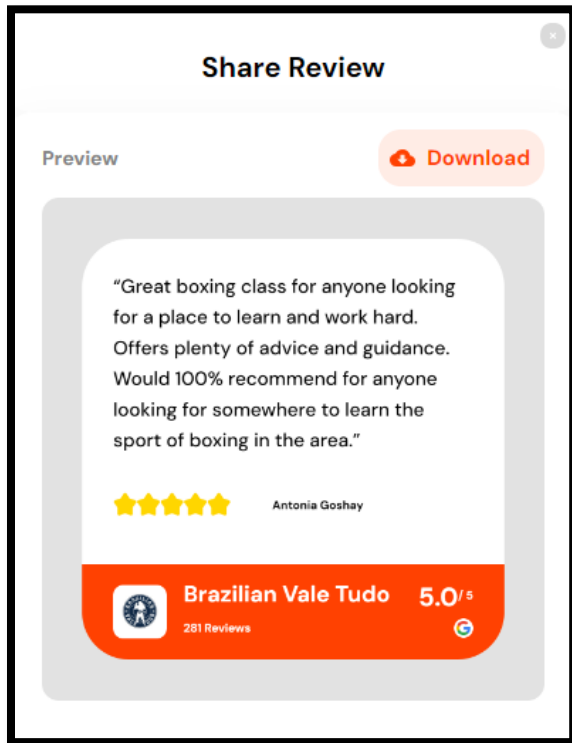
It provides prospective reviewers with inspiration for their own testimonials. Having a reference point can make it easier for them to formulate their thoughts, reducing the barrier to entry that writing a review from scratch can often pose.

It enriches your website with keyword-dense content, which can improve your ranking for local search terms.

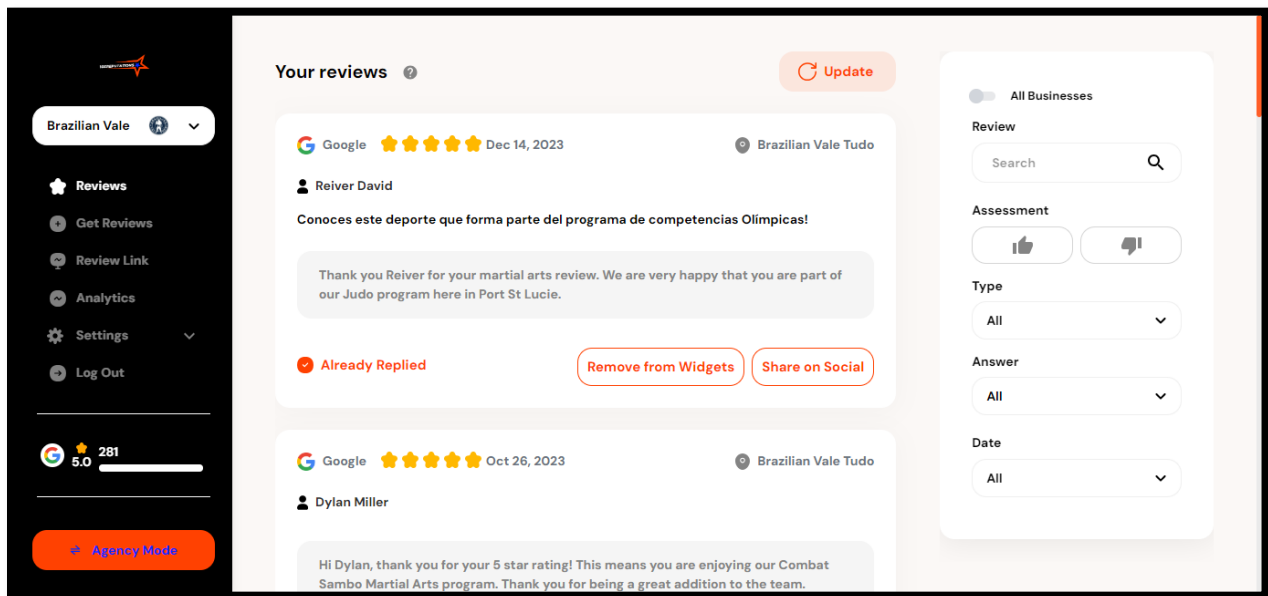
In light of this, ensure that the reviews are either embedded or transcribed, instead of being presented as screenshots. Remember, Google cannot interpret images!



9. Market Your Reviews On Social Media



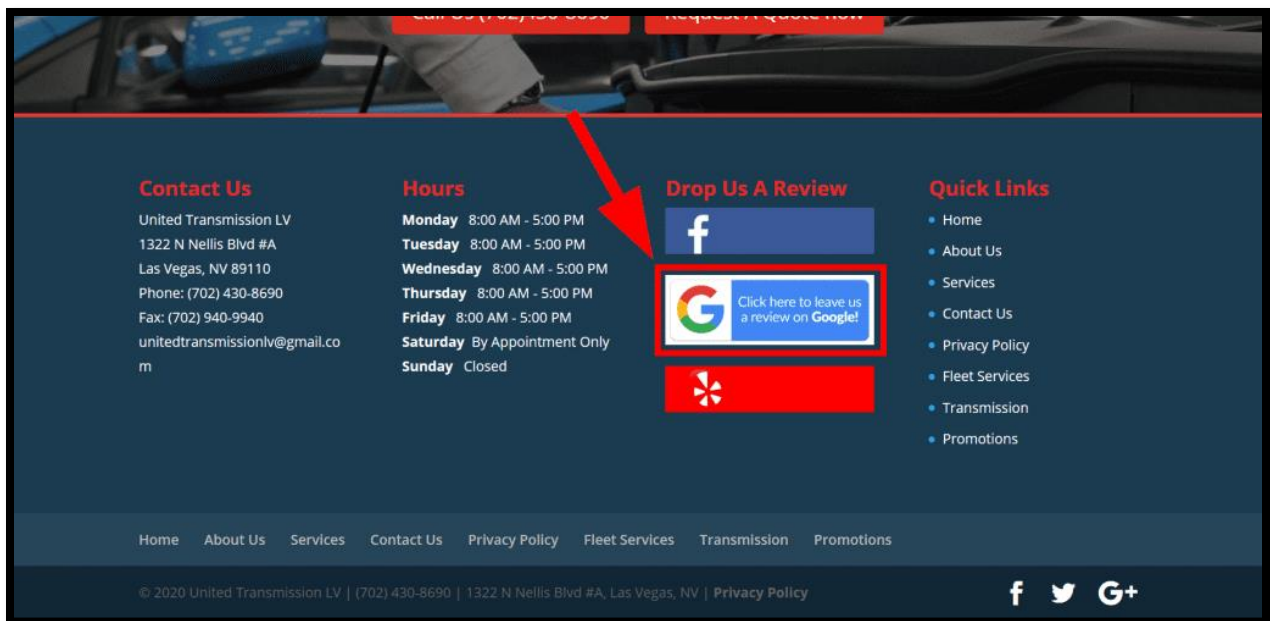
Social media plays a multifaceted role in growing your audience, generating leads, engaging with customers, and of course, acquiring reviews. By sharing your Google reviews on platforms like Facebook, Instagram, YouTube, LinkedIn, and even TikTok, you can reach a wider audience. Simultaneously, including your review link in the caption can motivate other customers to share their experiences as well.



10. Place A Review Us Button In Your Footer

The footer of your website can function as an effective SEO instrument and a mechanism for user interaction. After all, if a visitor scrolls all the way to the bottom of your site, they're likely highly interested.

Additionally, it offers an excellent opportunity to incorporate a site-wide element without crowding your main navigation, especially when prioritization is necessary.

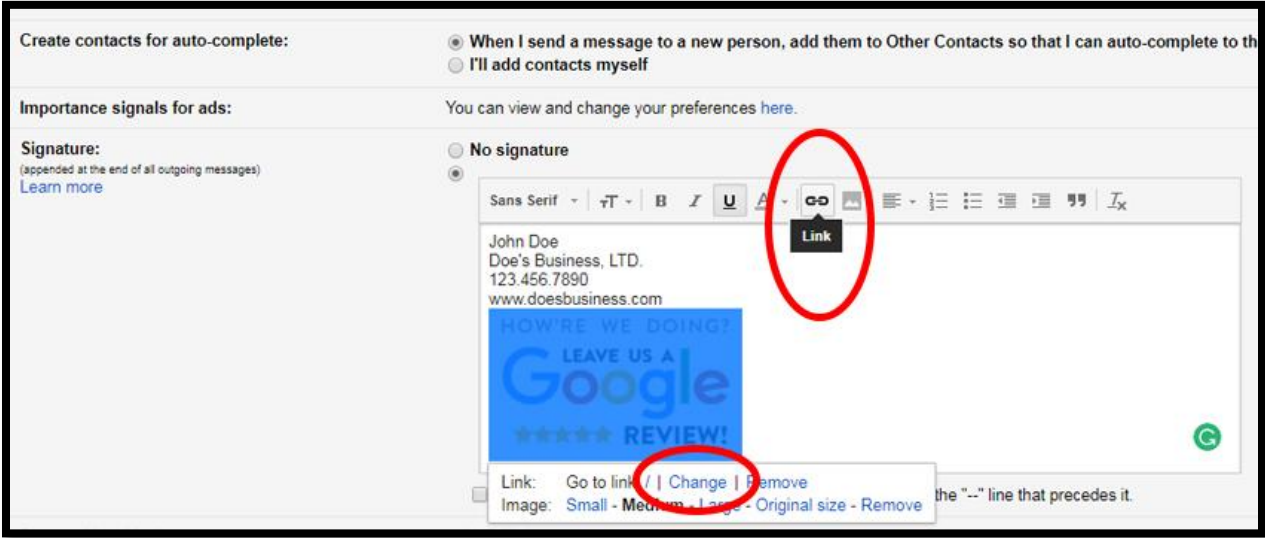


11. Create A Survey To Send Out

This strategy is akin to creating a review pipeline. First, distribute a customer feedback survey. Then, establish a follow-up email campaign targeting those who interacted with the survey or awarded you high scores. This approach ensures that you're engaging with individuals who are most likely to contribute a review.

12. Place Your Custom Review Link In Your Email Signature

Utilizing your email signature to include your review link can be an effective strategy if you frequently interact with customers via email. It subtly encourages a review, eliminating the need to directly request one.



13. Respond To All Your Reviews

Individuals appreciate being acknowledged. By promptly addressing reviews, you demonstrate to existing customers that their input is valued and reassure potential clients of your attentiveness. It's particularly crucial to respond to negative feedback.

A poor review doesn't spell disaster. In fact, an array of exclusively 5-star reviews can raise eyebrows, while a variety of feedback humanizes your business and projects transparency.

However, it's imperative to handle negative reviews appropriately. Respond publicly to acknowledge the customer's concern, then propose to continue the discussion privately for a comprehensive resolution.



Getting reviews on Google can make a huge impact to your business. At [10xReputations](#) (Try it FREE for 10 days) we are here to help. Our powerful software makes getting reviews easier, you can get new reviews by inviting your customers to review you via customizable e-mail or SMS, or on-site via QR code.

Protect your reputation with an optional system that captures dissatisfied customers, keeping negative feedback private.

Choose on which platforms you want to increase the number of positive reviews.

